Needs Assessment
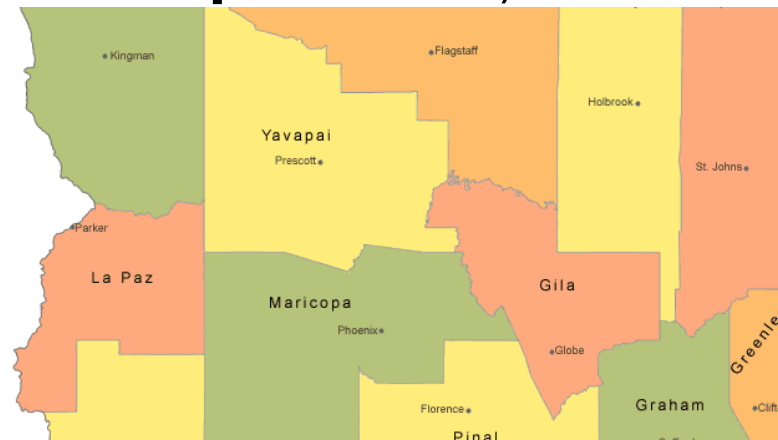
Arizona Strategic Prevention Framework Partnership for Success Conference
September 9, 2014

Sharon O'Hara, CADCA Trainer

What is the National Coalition Institute?

The branch of CADCA that is responsible for:

Training & TA

Evaluation & Research

Innovation & Outreach

How Does NCI Operate?

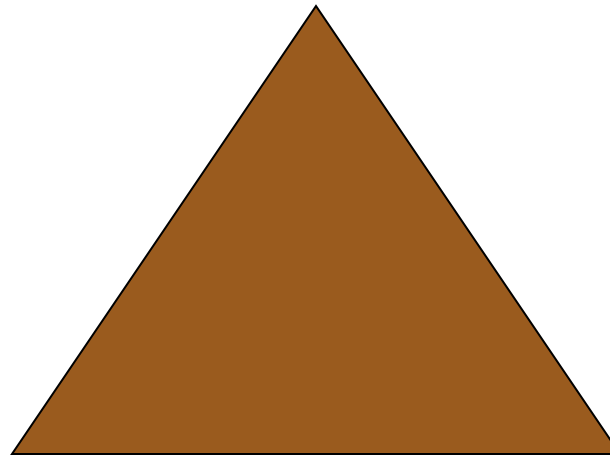**The Institute helps coalitions "get smarter faster"**

All trainings built around the Strategic Prevention Framework

Public Health Approach

Host (Individual)

Agent

(Alcohol, Tobacco, Other Drugs)

Environment

(Locations, Settings, Normative Culture)
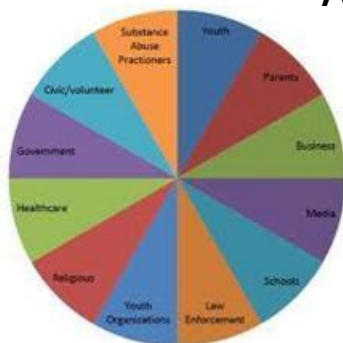
*Problems develop from the **interaction** of 3 things*

Role of the Coalition in Achieving Community-level Change
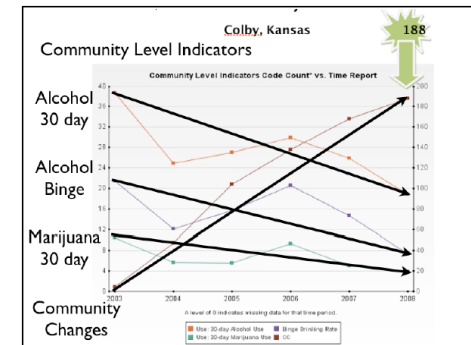
Impact a Defined Community

Address Conditions & Settings in the Community

Colby, Kansas
Community Level Indicators

Achieve Positive Community Outcomes

Engage Community Sectors

Promote Comprehensive Strategies

Differences Between Coalitions and Programs

Programs
Scale   **Programs measure change in individuals who have been directly affected by the intervention(s).**
Strategies   **Programs are more focused on single strategies, e.g., parenting classes or peer mentoring.**
Actors   **Program staff lead the process and are responsible for implementing interventions.**

Differences Between Coalitions and Programs

Coalitions	Programs
Scale Coalitions measure success by examining community-level indicators. This applies to all coalition outcomes (short, intermediate & long-term).	**Scale** Programs measure change in individuals who have been directly affected by the intervention(s).
Addresses multiple causes Coalitions seek to ensure that all causes of identified problems are addressed through a combination of interventions.	**Strategies** Programs are more focused on single strategies, e.g., parenting classes or peer mentoring.
Actors Coalition activities are diffused and taken by all members with staff playing a coordinating/supporting role.	**Actors** Program staff lead the process and are responsible for implementing interventions.

Community Problem Solving

Strategic Prevention Framework

Core Competency: Community Assessment

There are five parts to a community assessment:

1. Community description

2. Assessment of community needs

3. Assessment of community resources

4. Community history

5. Problem statement(s)

Essential Elements of a

Community Assessment:

1. Community Definition & Description

2. Needs Assessment

3. Resource Assessment

4. Community History
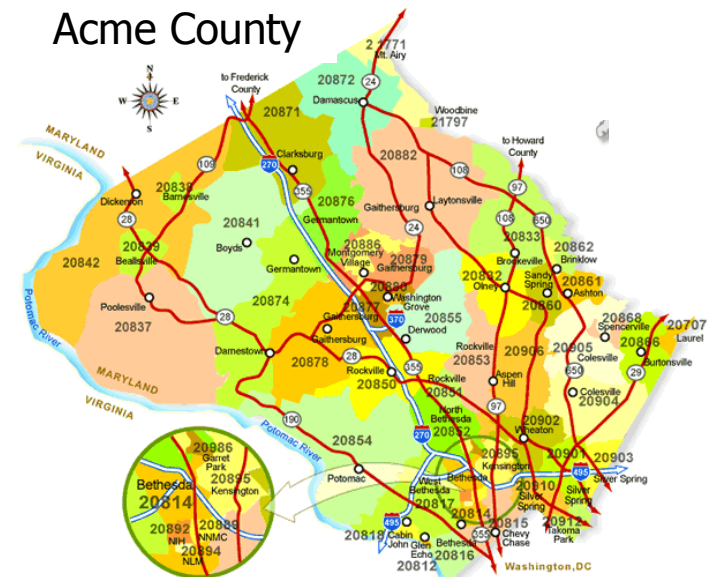
5. Problem / Goal Statements

Creating a Community Description

- Define relevant geographic information.

- Identify the "communities within your community".

- Provide relevant demographic information including the "denominator".

Define relevant geographic information

Create a map of your community that defines:

Boundaries

Jurisdictions

Geographic features

Acme County

Provide Relevant Demographic Information

What is the total population of the defined community?
(The "*Denominator*")

Demographic Breakdown:

- Race / Ethnicity

- Gender

- Age

- Socio-economic Status

Identify "Communities within your community"

Communities within your community include:

1. Community of place

2. Community of experience

3. Community of interest

Essential Elements of a Community Assessment:

1. Community Definition & Description

2. Needs Assessment

3. Resource Assessment

4. Community History

5. Problem / Goal Statements

Community Need

The gap between what a situation *is* and what it *should be*.

Consumption Patterns (Problem)

Contributing Factors (Root Causes)

Consequences (e.g., health, legal, family, societal)

Needs Assessment Data

Local Conditions

Demographics

Needs Assessment Data
Problem (Consumption Patterns)

Find out information about:

- What drugs are being used?

- How?

- How much?

- By whom?

Needs Assessment Data

Consequences

Find out information about:

- **What are consequences of the alcohol, tobacco and other drug use – to the individual user AND to the community?**

SUBSTANCE ABUSE

Conditions

Needs Assessment Data
Root Causes (Risk Factors)

- Availability (retail and social)

- Access (retail and social)

- Community Norms

- Parental favorable attitudes toward ATOD use

- Youth attitudes favorable toward ATOD Use

Key Root Causes

Underage Drinking ages 12-20:

- Retail availability/access to alcohol
- Social availability/access to alcohol
- Level of enforcement and adjudication of alcohol laws
- Social norms (youth, family and community norms)
- Low perceived risks of alcohol use - youth

Needs Assessment Data

Local Conditions

What do the root causes "look like" in the community?

Local conditions must be:

- Specific (not another root cause)

- Identifiable

- Actionable

Needs Assessment Data Collection

Use a question driven approach:

- What drug, how much, how frequent, where, when, who?

Needs Assessment Data Collection

A question driven approach to data collection:

- Targets (and limits) the data that are collected

- Engages data providers in a discussion about the data

- Provides a greater understand of the context behind the data (e.g., explanations, trends, community setting)

Data Collection Methods

Quantitative:

- **Survey**

- **Archival Data**

Qualitative:

- **Focus Group**

- **Key Informant Interview**

- **Listening Sessions**

- **Observation**

Data Collection Methods

Surveys

May be conducted:

- In partnership with schools or other youth-involved organizations

- Via on-site, telephone, door to door

- At places with large numbers of people (e.g., fairs, open house at schools)

Data Collection Methods
Conducting your own Survey

Before starting ask:

- Can existing data meet the need?

- Can respondents be expected to provide the data?

- Can we identify the group / population we need information from?

- Do we have sufficient resources and skills to administer the survey and analyze the results?

- If not, can who can we partner with to do the work?

Data Collection Methods

Archival Data

consists of data that have already been collected and reported by organizations/individuals other than the coalition.

Data Collection Methods
Archival Data

What to ask when collecting local archival data:
- Years are the data available ; How often are the data updated
- Jurisdictions available (e.g. community, city, county)
- Data quality and context of data collection
- How the data can be obtained (e.g. on-line, file, paper)
- Breakdowns available (e.g. gender, age, race/ethnicity)
- Is there a cost to obtain the data? How long will it take to get the data?

Data Collection Methods

Archival Data

Tips for collecting local archival data:

- Contact the organization's leader to obtain permission and to identify the best person to ask

- Use the question-driven approach

- Ask probing questions about the "context" of data collection

- Determine if the data can be collected on an on-going basis

Data Collection Methods

Focus Group

are facilitated discussions of 5-10 individuals from similar backgrounds led by a trained moderator who guides the group into increasing levels of focus and depth on key issues.

Example: A survey of 9th and 11th grade students reveals high levels of binge drinking. You want to understand more about settings in which youth are binge drinking and how and where they access alcohol.

Data Collection Methods

Key Informant Interview

One-on-one interviews are conducted by an interviewer who asks open-ended probing questions of individuals who have particular knowledge or experience with the problem/issue being assessed.

Example: Data show there is an increasing trend in DUI arrests. You want to know what is causing the trend.

Interview someone from the local police department who can explain what is influencing the trend can help your coalition better understand what is happening.

Data Collection Methods

<u>Listening Sessions</u>

Represent a broad category of activities that allows the coalition to obtain input from community members. A listening session provides a safe, trusting environment for people to discuss general or specific ATOD issues.

Data Collection Methods

Observations

This method involves documenting visual data in the community. The observations could be about the physical environment and human behavior.

Example: Recruit volunteers —youth and adults— to record the number and placement of alcohol and tobacco advertisements in neighborhood stores or billboards prominently displayed to attract children and youth.

Example: Recruit volunteers to count the number of people walking around with open containers of alcoholic beverages at a county fair or public event.

Core Competency: Community Assessment

All of the listening and data collection is supposed to help you draw conclusions about the state of affairs in your community.

This process should surface what the community sees as pressing issues related to drugs.

Core Competency: Community Assessment

Writing a clear, concise problem statement insures:

1. Consensus for what problems were identified.

2. Consensus for how to frame these problems.

3. Clarity for next steps in planning.

Community Assessment

Six Characteristics of Effective Problem Statements:

1. Name one problem at a time

2. Avoid blame

3. Avoid naming specific solutions

4. Define the problem in terms of behaviors or conditions

5. Are measurable
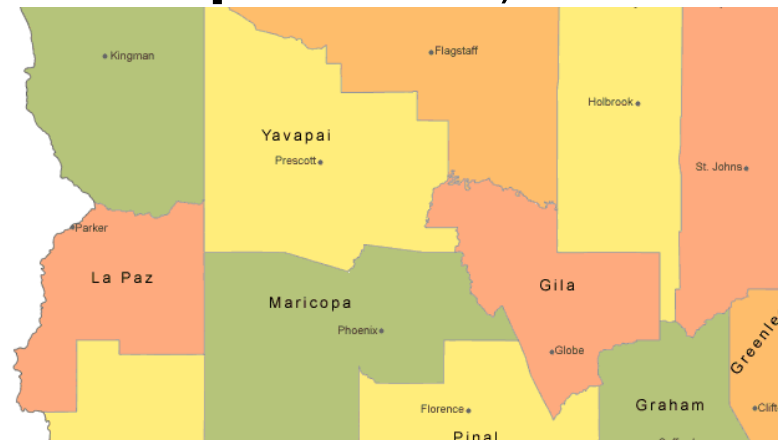
6. Reflect community concerns

Problem Statements

- The problem is Underage Drinking

- The problem is that not all of our students graduate from high school

- The problem is too many youth are taking drugs

Coalition Capacity

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Building Coalition Capacity

Building coalition capacity includes addressing:

- ***Coalition Membership***
- Coalition Organization/ Structure
- Leadership
- Cultural Competence

Capacity Primer: Building Membership, Structure, Leadership and Cultural Competence

Community Anti-Drug Coalitions of America
National Community Anti-Drug Coalition Institute

Building Coalition Membership

Steps to building a winning team:

1. Identify individuals and organizations to engage.

2. Recruit and engage new partners

3. Maintain member involvement.

Identify individuals and organizations to engage

Find out what other coalitions and initiatives address ATOD, health, safety family and youth issues:

- What other efforts address substance abuse and related issues?

- What other organizations have similar goals, objectives and/or strategies?

- Who would partner / oppose the effort?

Identify individuals and organizations to engage

Identify the skills, knowledge and resources the coalition needs to work effectively.

- Identify which <u>are needed</u> for your coalition's efforts.

- Determine which <u>are not currently possessed</u> by your coalition.

Identify individuals and organizations to engage

Revisit your community assessment – review the "community description" to ensure involvement from:

- Geographic areas of the community

- Culturally diverse populations

- Communities within communities

Recruit and engage new members

1. Prioritize individuals and organizations to be recruited. Which individuals and organizations best meet your coalition's needs?

2. For each potential member, identify

    –   How they can contribute?

    –   Identify their WIFM – How they will benefit from joining?

Recruit and engage new members

When preparing to ask an individual to join the coalition:

- Prepare talking points

- Identify an "influencer" to go with you

- Clarify expectations & provide options for their involvement

- Describe the WIFM

- Anticipate their objections

Maintain member involvement

To keep people involved in the coalition:

- Clarify their role (e.g., Job Description, Memorandum of Understanding?)

- Engage them immediately & appropriately (e.g., Sub-committee, Work Group, Key Leader Group)

- Share the coalition's goals and successes

- Ensure their WIFM is fulfilled

- Celebrate and acknowledge their contributions

Building Coalition Capacity

Building coalition capacity includes addressing:

- Coalition Membership
- *Coalition Organization/ Structure*
- Leadership
- Cultural Competence

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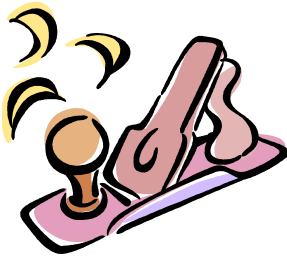
Organizing for Success

Key components for building a solid organizational infrastructure:

- Clear roles and structure

- Good meeting & communication habits

- Community updates and dialogue

- Appropriate legal / fiscal organization

Common Tools for Organizing

Organization Chart

Conflict Resolution Processes

Job Descriptions

Decision Making Procedures

By- Laws

Meeting Management

Memorandum of Understanding (MOU)

Building Coalition Capacity

Building coalition capacity includes addressing:

- Coalition Membership
- Coalition Organization/ Structure
- *Leadership*
- Cultural Competence

Capacity Primer:
Building Membership,
Structure, Leadership and
Cultural Competence

Community Anti-Drug Coalitions of America
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Enhancing Leadership

Principles of collaborative leadership:

- **Focus** the coalition on the goal

- **Build** champions/partners in the community

- **Promote** collaborative decision making, planning, etc.

- **Diversify, motivate & energize** the volunteer base

- **Help** resolve member conflicts

- **Cultivate** leadership in coalition members

Enhancing Leadership

Cultivating Leadership – action steps:

- Identify leadership strengths and preferred roles

- Create multiple leadership roles

- Plan for succession

- Provide training

- Conduct leadership retreats

- Create mentoring opportunities

- Develop a youth leadership opportunities

Building Coalition Capacity

Building coalition capacity includes addressing:

- Coalition Membership
- Coalition Organization/ Structure
- Leadership
- *Cultural Competence*

**Capacity Primer:
Building Membership,
Structure, Leadership and
Cultural Competence**

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Fostering Cultural Competence
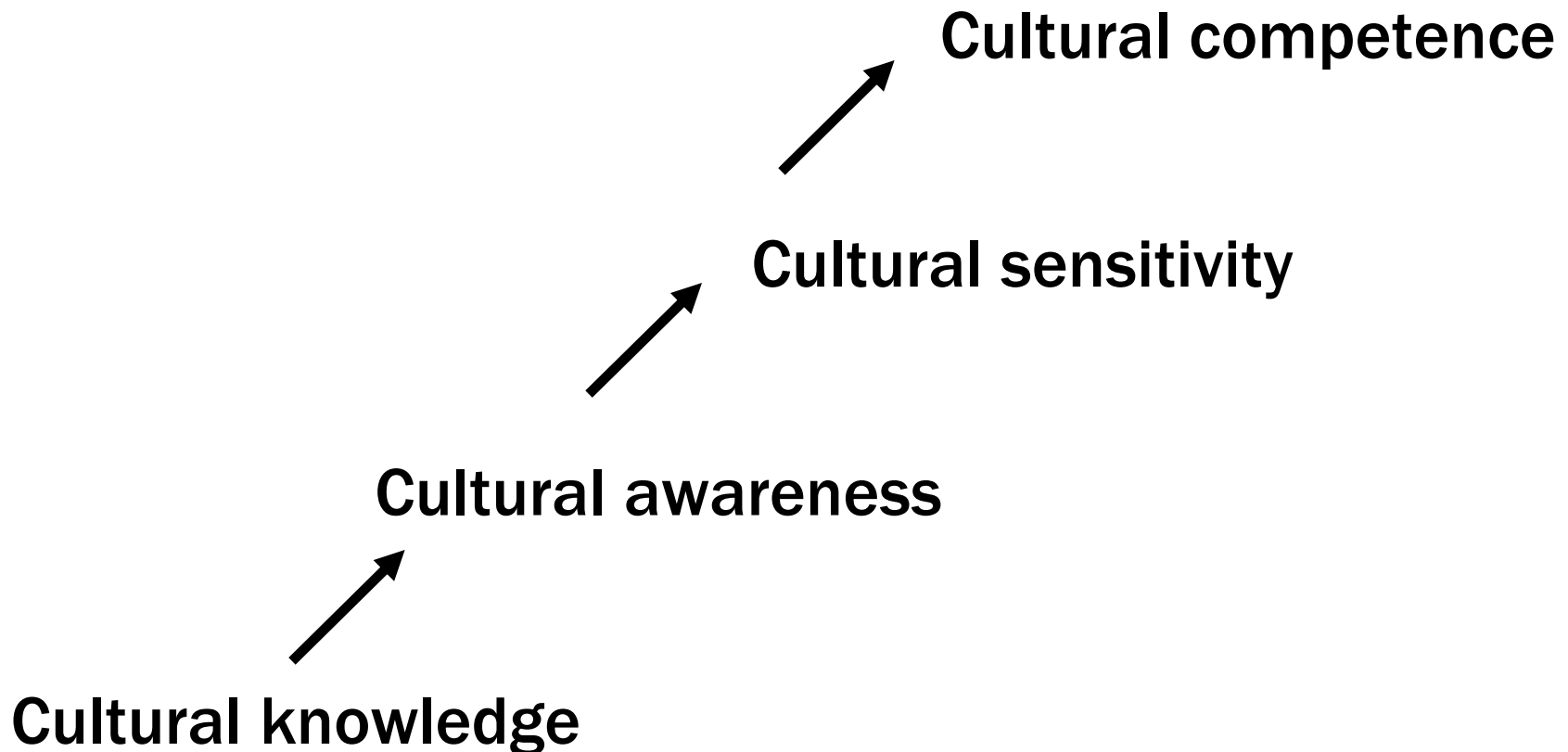
Cultural Competence:

" A set of <u>behaviors</u>, <u>attitudes</u> and <u>policies</u> that come together in a system, agency or program or among individuals, enabling them to function effectively in diverse cultural interactions and similarities within, among and between groups."

U.S. Dept. of Health and Human Services

Fostering Cultural Competence

Understanding Cultural Competence is a process:

Cultural competence

Cultural sensitivity

Cultural awareness

Cultural knowledge

Fostering Cultural Competence

Ways to build cultural competence:

- Affirm a coalition-wide commitment

- Assess coalition strengths and weaknesses

- Discuss within the coalition

- Engage in outreach with the community

- Address specific culture-related issues

- Provide information in different languages

Action Steps

Resources

CADCA – Community Anti-Drug Coalitions of America

www.cadca.org

Help & Technical Assistance – Contact:

800-54CADCA x240

training@cadca.org